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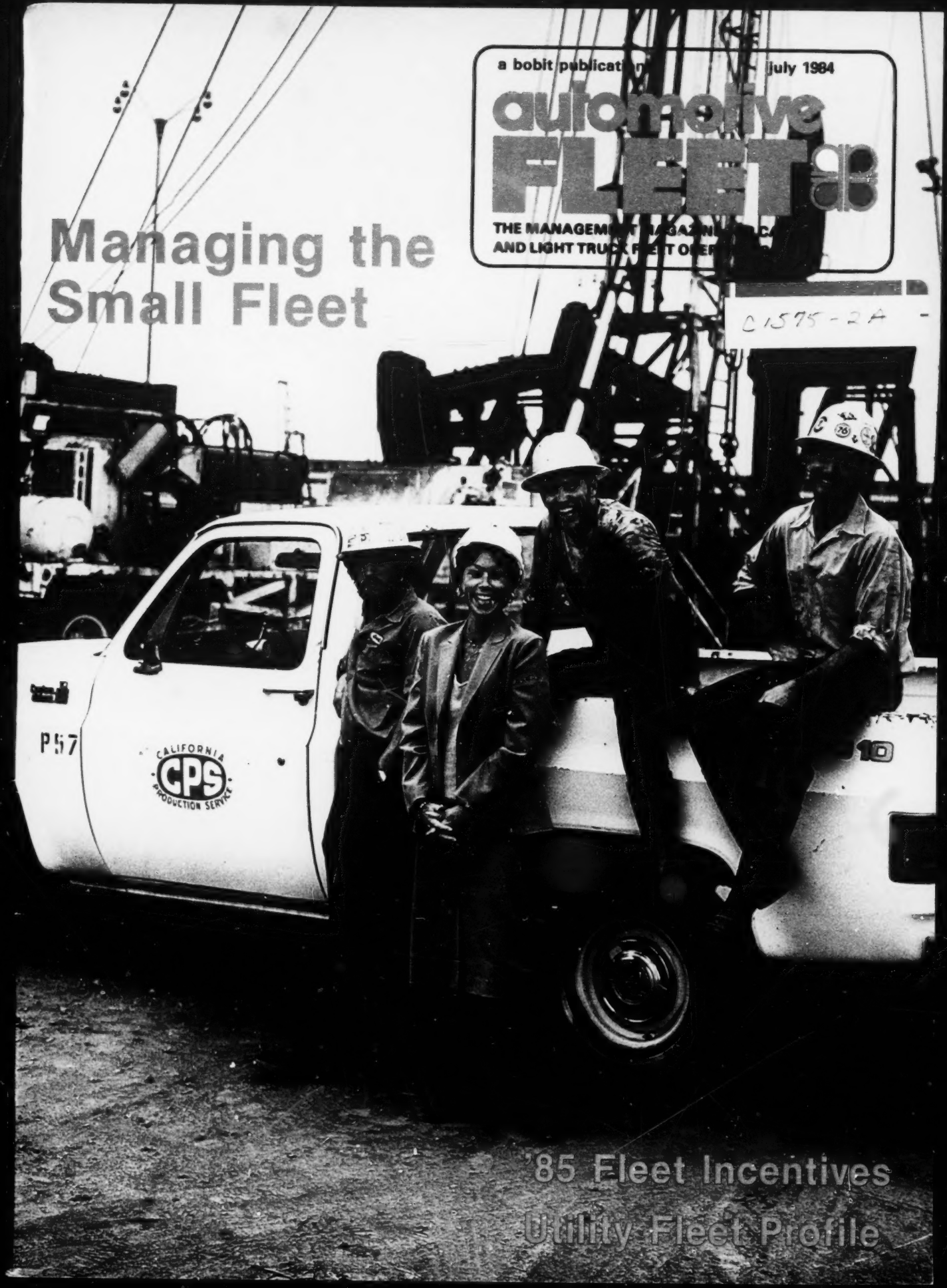
july 1984

automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATIONS

Managing the Small Fleet



'85 Fleet Incentives

Utility Fleet Profile

JULY 1984 VOL. 23, NO. 9

automotive FLEET®

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Influencing over 3.4 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility, and driving schools.

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On our cover: Claudia Finn of California Production Service represents a new crop of execs challenged by managing the small fleet. Photo by Tom Bezzi.

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Calendar

JULY

9-11 — *Leasing Digest* Summer School, Barbizon Plaza Hotel, New York.

11-12 — NAFA Advanced Fleet Management Program, Chicago, IL.

16-20 — Management Workshop for Fleet Managers, Warton School, Philadelphia.

AUGUST

3-5 — Automotive Parts and Accessories Association Show, Las Vegas Convention Center, Las Vegas, NV.

5-8 — NAFA Law Enforcement Seminar, Memphis, TN.

22-24 — Rocky Mountain Fleet Managers Association Seventh Annual Fleet Seminar and Equipment Show, Park City, UT.

SEPTEMBER

13-16 — Automotive Fleet and Leasing Association Fall Meeting, Tan-Tar-A, Osage Beach, MO.

23-26 — American Assn. of Equipment Lessors Twenty-third Annual convention, Boca Raton Hotel, Boca Raton, FL.

Gas Prices

UNLEADED

City	Cost Per Gallon Unleaded Full-Serve	Self-Serve
Birmingham, AL	152.9	120.4
San Luis Obisbo, CA	155.4	134.9
Colorado Springs, CO	144.4	116.4
Chicago, IL	145.6	124.5
Minneapolis, MN	154.2	124.1
Greensboro, NC	135.4	114.9
Grand Forks, ND	150.9	128.7
Camden, NJ	107.4	107.4
Santa Fe, NM	148.9	135.4
Columbus, OH	138.2	115.9
York, PA	137.9	121.9
Charleston, SC	147.5	120.5
Austin, TX	129.4	109.9
Richmond, VA	146.6	118.2
Milwaukee, WI	141.8	122.6

Survey conducted during the first five working days of June, 1984.
Supplied by Runzheimer and Company, Inc. Runzheimer Park, Rochester, WI.

Used Cars

The following are average car prices for the period ending May 30, 1984. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
82 AMC CONCORD			
Sdn 6-4	3905	3945	3868
Sta Wgn	4108	4150	4067
81 AMC CONCORD			
Sdn 6-4 Dr	3168	3202	3137
Sta Wgn	3336	3369	3301
82 BUICK SKYLARK			
Sdn	4626	4672	4580
81 BUICK SKYLARK			
Sdn	3788	3829	3753
82 BUICK REGAL			
Turbo Cpe	6500	6565	6436
Cpe	6298	6362	6236
81 BUICK REGAL			
Turbo Cpe	5771	5829	5713
Cpe	5572	5626	5514
82 BUICK LESABRE			
Sdn	7012	7083	6941
81 BUICK LESABRE			
Sdn	5453	5508	5398
82 CADILLAC			
Cpe DeVille	10665	10773	10561
Sdn DeVille	10601	10707	10496
81 CADILLAC			
Cpe DeVille	8100	8182	8018
Sdn DeVille	8044	8127	7965
82 CHEVY			
Chvt Htchbk 4-Dr	2956	2985	2925
Camaro Cpe8	6910	6980	6843
81 CHEVY			
Chvt Htchbk	2500	2524	2475
Camaro Cpe 8	5308	5360	5255
82 CHEVY CITATION			
Cpe 6	3721	3759	3685
81 CHEVY CITATION			
Cpe 6 Htchbk	3081	3113	3049
82 CHEVY MALIBU			
Sdn	5295	5349	5242
81 CHEVY MALIBU			
Cpe	4144	4184	4102
Sdn	4072	4111	4030
Clas Cpe	4431	4475	4388
82 CHEVY MONTE CARLO			
Cpe	5950	6011	5890
81 CHEVY MONTE CARLO			
Cpe	5295	5350	5243
82 CHEVY IMPALA			
Sdn	5915	5975	5856
Imp Wgn 9	6148	6209	6087
81 CHEVY IMPALA			
Sdn	4739	4787	4960
Cpe	4761	4806	4711
Wgn 9	4936	4985	4886
82 CHRYSLER			
LeBaron Sdn	5692	5748	5636
81 CHRYSLER			
Npt Sdn	5004	5052	4954

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
81 DODGE OMNI			
4 Dr Htchbk	2795	2824	2770
82 DODGE ARIES			
Cpe	4407	4452	4361
81 DODGE ARIES			
Sdn	3733	3771	3693
82 DODGE DIPLOMAT			
Sln Cpe	4835	4881	4788
81 DODGE DIPLOMAT			
Cpe	4111	4153	4069
Sdn	4111	4153	4069
82 FORD FAIRMONT			
Futura Sdn 4 Dr	3991	4032	3950
81 FORD FAIRMONT			
Sdn 4 Dr	3198	3230	3168
82 FORD MUSTANG			
Cpe 4	4330	4376	4288
81 FORD MUSTANG			
Cpe 4	3607	3645	3571
82 FORD GRANADA			
Sdn 8-L	4759	4808	4710
81 FORD GRANADA			
Sdn 8-L	3873	3912	3837
82 FORD LTD			
Sdn	6277	6338	6213
81 FORD LTD			
Sdn	5030	5078	4979
81 FORD ESCORT			
Sdn 4 Dr	2807	2836	2781
82 FORD CROWN VIC			
Sdn	7066	7138	6994
81 FORD CROWN VIC			
Sdn	5699	5753	5641
82 FORD THUNDERBIRD			
Cpe	6038	6097	5976
81 FORD THUNDERBIRD			
Cpe	5276	5323	5221
82 LINCOLN CONTINENTAL			
Sdn	12230	12351	12109
Mark VI Cpe	12421	12545	12297
81 LINCOLN CONTINENTAL			
Sdn Town Series	8536	8622	8541
Mark VI Sdn	10437	10541	10332
82 MERCURY COUGAR			
GS Cpe	4799	4845	4751
Sdn	4799	4845	4751
81 MERCURY COUGAR			
Cpe	3908	3949	3869
Sdn	3908	3949	3869
81 MERCURY ZEPHYR			
Sdn 2 Dr	3227	3261	3195
82 MERCURY LYNX			
HthBk 3-Dr	3421	3458	3390
82 MERCURY MARQUIS			
Sdn	6644	6709	6578

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
81 MERCURY MARQUIS			
Sdn	5335	5388	5282
Wgn-2	5450	5506	5396
82 OLDS CIERA			
Cpe	5777	5837	5719
Sdn	5857	5916	5800
82 OLDS CUTLASS SUPREME			
Cpe	6368	6432	6305
Sdn	6123	6186	6063
81 OLDS CUTLASS			
Sdn	5196	5248	5144
Sup Cpe	5572	5626	5514
82 OLDS DELTA 8			
Sdn	6792	6859	6722
81 PLYMOUTH HORIZON			
4 Dr Htchbk	2802	2831	2777
82 PLYMOUTH RELIANT			
Cpe	4392	4439	4352
81 PLYMOUTH RELIANT			
Cpe	3719	3755	3683
81 PONTIAC FIREBIRD			
Cpe 8	5360	5416	5307
81 PONTIAC LEMANS			
Cpe 8	4339	4383	4295
82 PONTIAC PHOENIX			
Cpe	4385	4430	4342
Htchbk Sdn	4385	4430	4342
81 PONTIAC PHOENIX			
Cpe 6	3503	3537	3465
81 PONTIAC CATALINA			
Sdn	4991	5039	4940
Bonneville Sdn	5506	5563	5433
82 VOLKSWAGEN RABBIT			
2 Dr Htchbk	3873	3912	3834
81 VOLKSWAGEN RABBIT			
2-Dr Htchbk	3131	3162	3100
82 DATSUN			
210 2 Dr Std Sdn	3322	3355	3290
Sentra 2 Dr Std Sdn	3681	3717	3644
Stanza Hbk 4 Dr Dlx	4714	4761	4667
81 DATSUN			
210 Std 2 Dr	2761	2789	2733
510 2 Dr Sdn	3519	3555	3485
810 DL 4 Dr	5412	5466	5357
82 TOYOTA			
Corolla Sedan 2 Dr	4292	4336	4249
Celica St Cpe	5572	5627	5516
Corona Sdn Lux	5662	5719	5606
81 TOYOTA			
Corolla 2 Dr Sdn Dlx	3434	3469	3400
Celica St Spt Cpe	4252	4294	4210
Corona Sdn 4 Dr DLK	3881	3919	3843

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august 1984

automotive fleet

Chrysler's H-Cars

'85 Model Specs

Lessors' '85 Recommendations

AUGUST 1984 VOL. 23, NO. 10

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On our cover: Chrysler execs Ben Bidwell and Hal Barton pose beside their '85 aero-styled H-body hatchbacks.

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READER UPDATE

Calendar

AUGUST

5-8 — NAFA Law Enforcement Seminar, Memphis, TN.

22-24 — Rocky Mountain Fleet Managers Association Seventh Annual Fleet Seminar and Equipment Show, Park City, UT.

26-29 — Automotive World Congress & Exhibit, Renaissance Center & Cobo Hall, Detroit, MI.

SEPTEMBER

13-16 — Automotive Fleet and Leasing Association Fall Meeting, Tan-Tar-A, Osage Beach, MO.

23-26 — American Assn. of Equipment Lessors Twenty-Third Annual Convention, Boca Raton Hotel, Boca Raton, FL.

24-25 — American Automotive Leasing Assn. Fall Meeting, Drake Hotel, Chicago, IL.

OCTOBER

1-3 — Truck Body & Equipment Assn. Meeting and Exhibit, Las Vegas, NV.

4-6 — Alliance of State CATRALAs, Harrah's Hotel, Lake Tahoe, CA.

10-14 — International Taxicab Assn., Annual Meeting & Exhibit, Westin Hotel, Chicago, IL.

17-21 — National Auto Auction Assn. Annual Meeting, Gatlinburg, TN.

20-25 — International Assn. of Chiefs of Police, Salt Lake City, UT.

Gas Prices

UNLEADED

City	Cost Per Gallon Unleaded Full-Serve	Self-Serve
Juneau, AK	158.0	144.4
Flagstaff, AZ	151.4	135.4
Santa Barbara, CA	157.9	123.4
Stamford, CT	130.7	120.1
Pensacola, FL	136.9	110.9
Honolulu, HI	160.5	139.7
Joliet, IL	154.4	122.4
Baton Rouge, LA	150.4	117.9
Flint, MI	156.9	121.9
Joplin, MO	125.4	110.9
Fargo, ND	154.2	124.2
Cincinnati, OH	141.3	117.5
Philadelphia, PA	134.0	111.5
San Antonio, TX	123.4	107.9
Roanoke, VA	142.9	119.4

Survey conducted during the first five working days of July, 1984.
Supplied by Runzheimer and Company, Inc. Runzheimer Park, Rochester, WI.

Used Cars

The following are average car prices for the period ending July 4, 1984. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
82 AMC CONCORD			
Sta Wgn	4043	4085	4003
81 AMC CONCORD			
Sdn 6-4 Dr	3105	3138	3074
Sta Wgn	3269	3302	3235
82 BUICK SKYLARK			
Sdn	4557	4602	4511
81 BUICK SKYLARK			
Sdn	3731	3772	3696
82 BUICK REGAL			
Turbo Cpe	6448	6512	6186
Cpe	6248	6311	6186
81 BUICK REGAL			
Turbo Cpe	5708	5766	5651
Cpe	5510	5564	5454
82 BUICK LESABRE			
Sdn	6880	6950	6810
81 BUICK LESABRE			
Sdn	5345	5398	5291
82 CADILLAC			
Cpe DeVille	10433	10538	10330
Sdn DeVille	10369	10472	10267
81 CADILLAC			
Cpe DeVille	7907	7988	7827
Sdn DeVille	7853	7933	7775
82 CHEVY			
Chvt Htchbk 4 Dr	3204	3238	3175
Camaro Cpe8	8572	8655	8484
81 CHEVY			
Chvt Htchbk	2458	2481	2434
Camaro Cpe 8	6684	6749	6617
82 CHEVY CITATION			
Cpe 6	3621	3658	3586
82 CHEVY MALIBU			
Sdn	5268	5322	5216
81 CHEVY MALIBU			
Cpe	4124	4163	4082
Sdn	4052	4091	4010
Clas Cpe	4409	4453	4366
82 CHEVY MONTE CARLO			
Cpe	5938	5999	5878
81 CHEVY MONTE CARLO			
Cpe	5284	5339	5233
82 CHEVY IMPALA			
Sdn	5809	5868	5751
Imp Wgn 9	6038	6097	5979
81 CHEVY IMPALA			
Sdn	4669	4715	4620
Cpe	4691	4734	4641
Wgn 9	4862	4910	4812
82 CHRYSLER			
LeBaron Sdn	5607	5663	5552
81 CHRYSLER			
Npt Sdn	4939	4987	4889
82 DODGE OMNI			
4 Dr Htchbk	3298	3332	3265
81 DODGE OMNI			
4 Dr Htchbk	2767	2796	2742
82 DODGE ARIES			
Cpe	4328	4373	4283
81 DODGE ARIES			
Sdn	3651	3689	3613
82 DODGE DIPLOMAT			
Sln Cpe	4763	4809	4716
81 DODGE DIPLOMAT			
Sln Cpe	4050	4090	4009
Sdn	4050	4090	4009
82 FORD FAIRMONT			
Futura Sdn 4 Dr	3970	4008	3929
81 FORD FAIRMONT			
Sdn 4 Dr	3128	3160	3098
82 FORD MUSTANG			
Cpe 4	4388	4433	4344
81 FORD MUSTANG			
Cpe 4	3589	3627	3553
82 FORD GRANADA			
Sdn 8-L	4646	4693	4598
81 FORD GRANADA			
Sdn 8-L	3789	3827	3753
82 FORD LTD			
Sdn	6184	6243	6120
81 FORD LTD			
Sdn	4965	5013	4914
81 FORD ESCORT			
Sdn 4 Dr	2731	2760	2707
82 FORD CROWN VIC			
Sdn	6961	7031	6889
81 FORD CROWN VIC			
Sdn	5626	5678	5568
82 FORD THUNDERBIRD			
Cpe	6020	6079	5958
81 FORD THUNDERBIRD			
Cpe	5234	5280	5179
82 LINCOLN CONTINENTAL			
Sdn	12072	12191	11952
Mark VI Cpe	12384	12507	12260
81 LINCOLN CONTINENTAL			
Sdn Town Series	8375	8459	8292
Mark VI Cpe	10333	10436	10229
82 MERCURY COUGAR			
GS Cpe	4684	4730	4638
Sdn	4684	4730	4638
81 MERCURY COUGAR			
Cpe	3823	3863	3785
Sdn	3823	3863	3785
81 MERCURY ZEPHYR			
Sdn 2 Dr	3157	3190	3125
82 MERCURY LYNX			
HtchBk 3-Dr	3346	3383	3316
82 MERCURY MARQUIS			
Sdn	6532	6595	6467
81 MERCURY MARQUIS			
Sdn	5244	5297	5193
Wgn 2	5358	5413	5305
82 OLDS CIERA			
Cpe	5731	5790	5673
Sdn	5810	5869	5754
81 OLDS CUTLASS			
Sdn	5139	5190	5088
Sup Cpe	5510	5564	5454
82 OLDS DELTA 8			
Sdn	6664	6730	6595
81 PLYMOUTH HORIZON			
4 Dr Htchbk	2774	2803	2749
82 PLYMOUTH RELIANT			
Cpe	4313	4360	4274
81 PLYMOUTH RELIANT			
Cpe	3638	3673	3603
81 PONTIAC FIREBIRD			
Cpe 8	5322	5378	5269
81 PONTIAC LEMANS			
Cpe 8	4317	4361	4273
82 PONTIAC PHOENIX			
Cpe	4268	4311	4226
Htchbk Sdn	4268	4311	4226
81 PONTIAC PHOENIX			
Cpe 6	3427	3460	3389
81 PONTIAC CATALINA			
Sdn	4916	4964	4866
Bonneville Sdn	5423	5480	5372
82 VOLKSWAGEN RABBIT			
2 Dr Htchbk	3873	3912	3834
81 VOLKSWAGEN RABBIT			
2-Dr Htchbk	3131	3162	3100
82 DATSUN			
210 2 Dr Std Sdn	3322	3355	3290
Sentra 2 Dr Std Sdn	3681	3717	3644
Stanza Hbk 4 Dr Dlx	4714	4761	4667
81 DATSUN			
210 Std 2 Dr	2761	2789	2733
510 2 Dr Sdn	3519	3555	3485
810 DL 4 Dr	5412	5466	5357
82 TOYOTA			
Corolla Sedan 2 Dr	4292	4336	4249
Celica St Cpe	5572	5627	5516
Corona Sdn Lux	5662	5719	5606
81 TOYOTA			
Corolla 2 Dr Sdn Dlx	3424	3469	3400
Celica St Spt Cpe	4252	4294	4210
Corona Sdn 4 Dr DLK	3881	3919	3843

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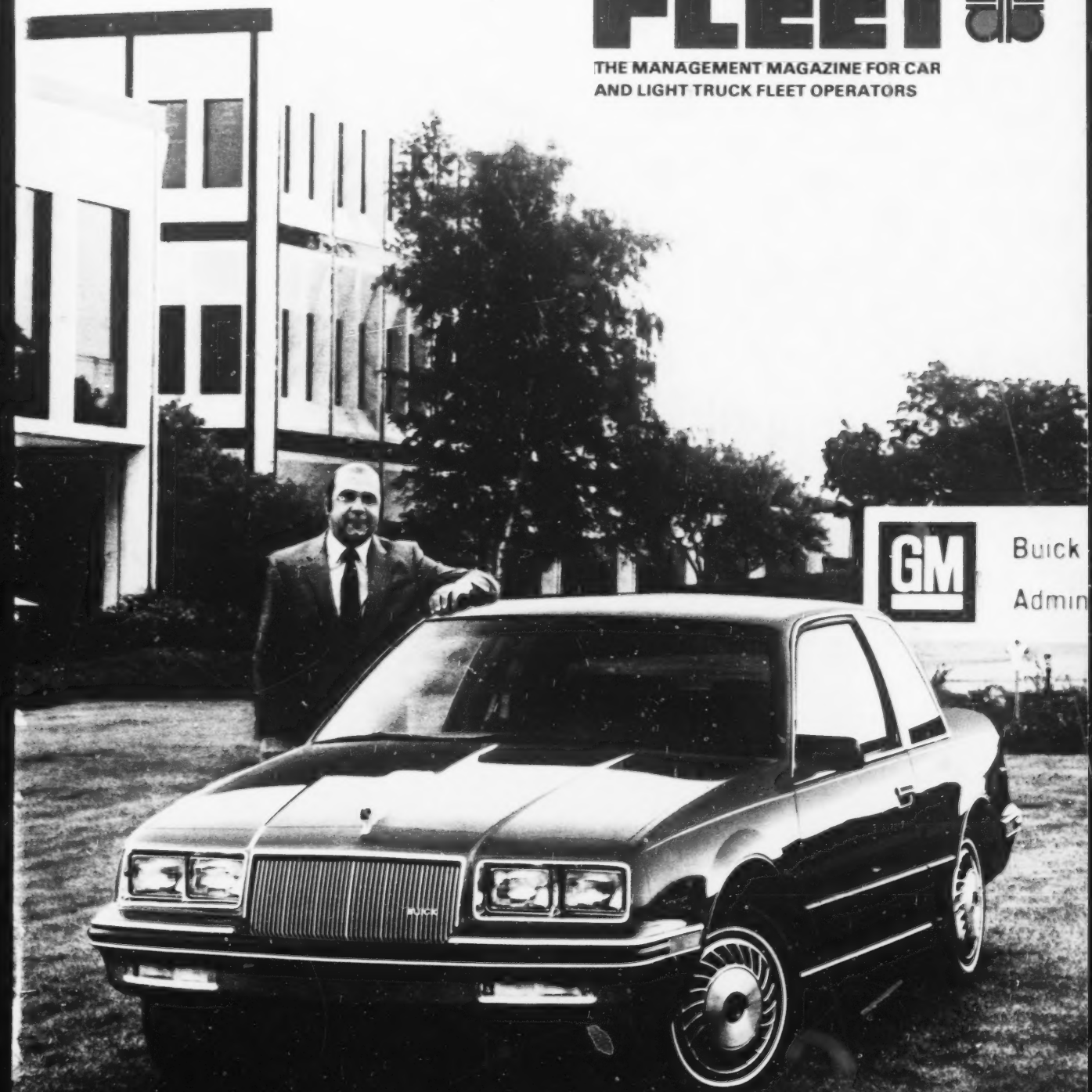

Buick's N-Car
Detroit's Future Products
Minivan Comparison

SEPTEMBER 1984 VOL. 23, NO. 11

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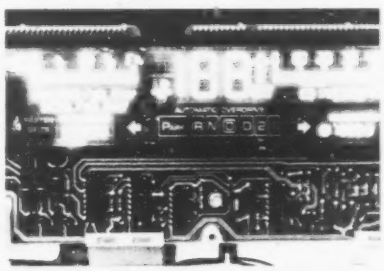

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On our cover: Buick exec Jim Christiano, director of fleet sales, proudly debuts the new Somerset Regal, his division's '85 N-Body.

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Calendar

SEPTEMBER

13 — Residual-Value Insurance Conference, *Leasing Digest*, The Dorchester, London, England.

13-14 — Leasing Techniques and Analysis Seminar, American Management Association, Boston Marriott Burlington, Boston, MA.

13-16 — Automotive Fleet and Leasing Association Fall Meeting, Tan-Tar-A, Osage Beach, MO.

18 — Future Markets for Computer Leasing Conference, *Leasing Digest*, Plaza Hotel, New York, NY.

23-26 — American Assn. of Equipment Lessors Twenty-Third Annual Convention, Boca Raton Hotel, Boca Raton, FL.

24-25 — American Automotive Leasing Assn. Fall Meeting, Drake Hotel, Chicago, IL.

OCTOBER

1-3 — Truck Body & Equipment Assn. Meeting and Exhibit, Las Vegas, NV.

4-6 — Alliance of State CATRLAs, Harrah's Hotel, Lake Tahoe, CA.

10-14 — International Taxicab Assn., Annual Meeting & Exhibit, Westin Hotel, Chicago, IL.

17-21 — National Auto Auction Assn. Annual Meeting, Gatlinburg, TN.

20-25 — International Assn. of Chiefs of Police, Salt Lake City, UT.

25-26 — Vehicle Maintenance Management Seminar, New Jersey Institute of Technology, Travel Lodge, Mt. Laurel, NJ.

Gas Prices

City	UNLEADED Cost Per Gallon Full-Serve	Self-Serve
Birmingham, AL	152.9	115.9
Flagstaff, AZ	155.4	131.4
Redding, CA	150.5	131.9
Terre Haute, IN	152.4	121.9
Traverse City, MI	154.8	130.9
Springfield, MO	124.4	105.9
Camden, NJ	107.9	107.9
Rochester, NY	124.6	117.9
Tulsa, OK	134.6	109.6
Philadelphia, PA	133.2	108.2
Columbia, TN	126.9	112.4
McAllen, TX	127.5	115.5
Milwaukee, WI	139.1	117.0
Charleston, WV	145.4	122.4
Cheyenne, WY	129.4	121.4

Survey conducted during the first five working days of August, 1984.
Supplied by Runzheimer and Company, Inc. Runzheimer Park, Rochester, WI.

Used-Car Prices, Mileage, and Age All Rise in '83

The nation's used cars sold in '83 averaged 4.8 years old, had run 49,969 miles, and cost $4,902, according to the annual poll of second-hand auto buyers released in June by the Hertz Corp.

The figures compare with an average of 4.25 years, 43,711 miles, and a $4,773 purchase price for the typical used unit sold in '82 — and with 2.86 years, 29,090 miles, and $3,602 in '79.

But used cars last year still outsold new models about 2:1, as they have for decades, according to the lease-rental company's latest yearly report: 17.4 million used vs. 8.9 million new. Some 60 percent of families said they bought their primary auto used rather than new.

Cost is the main reason for used car popularity, according to poll findings. Used-car purchase prices on comparable models average almost 60 percent under '83 new-car sticker prices, and typical second-hand ownership and operating expenses were 38 percent less than similar new units under comparable driving.

Depending on a vehicle's age and mileage, typical '83 purchase prices of a prior-owned auto ranged from 21 percent less expensive for a year-old compact, to 82 percent cheaper for a 6-year-old, compared to a new model. Savings on owning and running them ran from 18 percent to 49 percent.

"Some 75 percent of those in the newest Hertz nationwide sample poll said they bought a used car because it was less expensive than a new one," the study reported. Average family income of used car buyers was $31,079 — 30 percent under the $44,729 reported by '83 new-car families. However, used car families owned as many, or more, autos as families buying new ones; 2.3 units each.

Below are other characteristics of used car buyers, and some contrasts with those who regularly buy new autos, plus data about the used cars they buy, according to the '79-'83 Hertz polls.

Used Car Versus New Car Figures

In just four years since '79, average used car age at purchase time rose 68 percent, or 1.94 years; mileage soared 72 percent, or 20,949 miles; average purchase price was also up 36 percent, or $1,300; and ownership and operating costs climbed 35 percent — to a typical 23.5 cents a mile from 17.4 cents, for 5-year-old units driven five more years, also at 10,000 miles a year.

By contrast, purchase prices of typical new compact cars soared 65 percent, to $8,358 in '83, up from $5,079 four years before; and their ownership and operating costs jumped 52 percent — to 43.28 cents

"Typical passenger cars have 2.8 owners during their lifetime."

1983 Hertz Used Car Study

Comparative Purchase Prices & Operating Expenses
New vs. Used Cars
(For Compact Models Driven 10,000 Miles a Year — @ 1983 Prices)

Age of Car When Purchased (In Years)	Purchase Price of Car (In Dollars)	Pct. Saved	Cents Per Mile Ownership & Operating Costs: Car Kept 4 Years (In Cents)	Pct. Saved (In Cents)	Car Kept Until Junked*	Pct.** Saved
New	8,358	—	44.70	—	33.29	—
One	6,629	21	36.78	18	26.82	22
Two	4,807	42	31.46	30	25.06	30
Three	3,452	59	27.74	38	23.21	38
Four	2,508	70	25.41	43	22.70	43
Five	1,849	78	23.61	47	23.48	46
Six	1,486	82	22.63	49	22.63	49
USED AVERAGE	**3,454**	**59**	**27.94**	**35**	**23.98**	**39**

NOTES: 10-year, 100,000-mile car life assumed; year-old car assumed to be driven 9 more years, two-year-old, 8, etc.*
***Thus, percentage saved if car driven until junked reflects driving the used car the same number of years (until scrapped) is compared with cost of driving a new car 9 years, too, not 10.*

For most used cars (as well as new ones), per-mile expenses also normally decline the longer the car is kept. However, assuming a typical 10,000 MPY travel, it is un-economic to keep a used car only one year. Buyers should also consider a car's mileage as well as age. For example, a 3-year-old auto with 60,000 miles on it rather than 30,000 prior miles.

Cost are estimated at 1983 prices in 1983 in 1983 dollars, assuming no inflation. Inflation would reduce apparent depreciation (until another car is bought later at a higher price) but would increase other cost categories.

Averages in this table do not correspond with those in some others because these figures are based on a specific size and type of vehicle, not on a average or composite from the Hertz polls.

a mile, from 28.55 cents in '79.

Typical passenger cars have 2.8 owners during their lifetime, with the average new car sold after five years of use and 69,990 miles on the odometer; vs. 4.8 years and 49,969 miles for used units purchased, because some new cars are never traded, and the average age of all cars on the road is 7.2 years.

Cars that are traded first change hands now at 4.8 years old after 49,969 miles of travel; then are run another 3.9 years until they are 8.7 years old, and have been driven another 46,367 miles, or a total of 96,336 miles.

Barring severe accidents or unrecovered thefts, 40 to 45 percent of cars are still on the road after 10 years of operation, but by year 15, only about 5 percent remain in service.

Some 35 percent of used car buyers in '83 had never bought a new car before, up from 31 percent in '82, and from 23 percent in '79.

A steady 14 to 15 percent of used car purchasers from '79 to '83 report they have never previously purchased a used car.

Buying By Women Again Rises

Besides having lower incomes than new car buyers, second-hand purchasers are younger (38.1 years vs. 45) and more are men — 72 percent vs. 69 percent. However, more women are buying used cars today (28 percent) than did so in '79 (16 percent), according to the polls.

About one-half (51 percent) of used car buyers financed their purchases in '83, down from 60 percent who did in '79; and compared with 71 percent of new car buyers who now take out loans to pay for their wheels.

Of those who do finance their auto purchases (new and used), a consistent two-thirds of the cost is financed — both in the '79 poll and today.

Some 80 percent of those buying used cars in '83 reported they were satisfied with them, up from 76 percent four years ago, and compared with 84 to 87 percent of new car buyers said to be happy with their purchases, the new study found.

Almost 98 percent of used car buyers wanted to lower their driving costs even further, and in multi-